

Ch. 12.1 - Selling

Knowing Your Product and Your
Customer

Personal Selling

- Any form of direct contact occurring between a salesperson and a customer.
 - Two-way communication between buyer and seller



Business-to-Business Selling



- May take place in a manufacturer's or wholesaler's showroom (inside sales) or a customer's place of business (outside sales).

Telemarketing

- The process of selling over the telephone.



Goals of Selling....


- Help customers make satisfying buying decisions, which create ongoing, profitable relationships between buyer and seller.



How do we achieve these goals?

- Solve customers' problems by understanding their needs and wants.





Feature-benefit selling
matches the characteristics of
a product to a customer's
needs and wants.

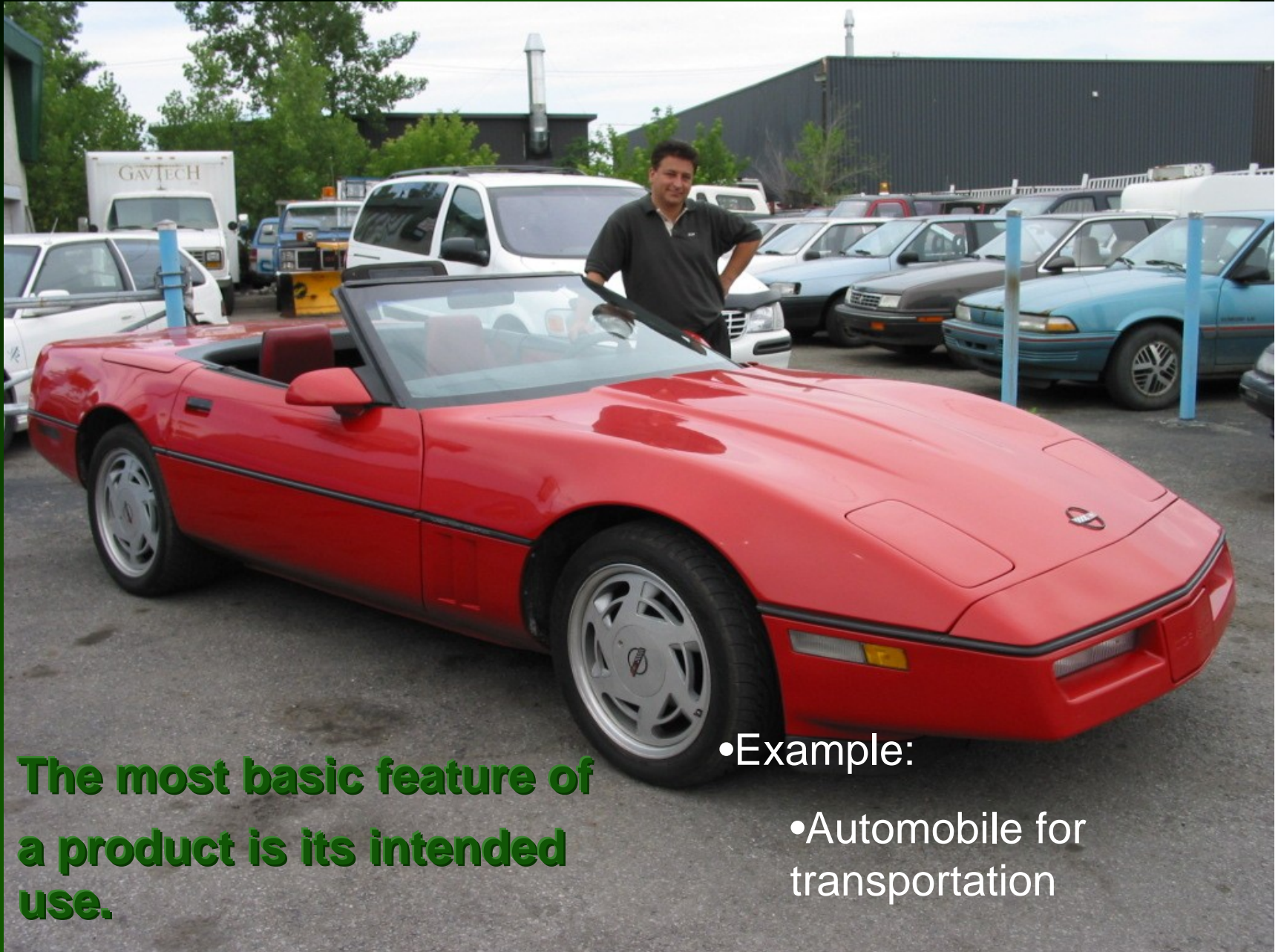
Many people believe that customers do not buy products;

- rather they buy what the products will do for them.

- the benefits of using the product*

Product Features may be:

- Basic
- Physical
- Extended attributes of the product or purchase



The most basic feature of a product is its intended use.

•Example:

•Automobile for transportation

Customer Benefits....

- The advantages or personal satisfaction a customer will get from a good or service.



What questions do you need to answer about each product feature?

- How does the feature help the product's performance?
- How does the performance information give the customer a personal reason to buy the product?



After you identify features of a product and their benefits....what next?

- Create a feature-benefit chart

Feature	Benefit

Customer motives:

- Rational motive
 - Conscious, logical reason for a purchase
- Emotional motive
 - Feeling experienced by a customer through association with a product.

How does a person decide?

- Previous experience with the product or company
- How often the product is purchased
- The amount of information necessary to make a wise buying decision
- The importance of the purchase to the customer
- The perceived risk involved in the purchase (financial loss)
- The time available to the make the decision

Extensive Decision making:

- When there has been little or no previous experience with an item.
 - Expensive machinery, land for a building, first home.

Limited Decision Making:

- Used when a person buys goods and services that he or she has purchased before
 - Second car, certain types of clothing, appliances

Routine Decision Making:

- Used when a person needs little information about a product
 - Grocery items, newspapers, dry-cleaning services, etc.